

COMPANY INCREASES PRODUCTION CAPACITY FOR POPULAR PRODUCTS

ABOUT MAUI BREADFRUIT COMPANY LLC. Based in Kahului, Hawaii, Maui Breadfruit produces value-added food products using locally sourced breadfruit, macadamia nuts, and honey. The four-person company has close working relationships with local farmers and a shared production space that supports other value-added food product companies. Maui Breadfruit's most popular products are Pono Pies and Maui Ulu Hummus.

THE CHALLENGE. Maui Breadfruit had some new products, including breadfruit hummus, that were experiencing rapid market growth. Soon, the company's existing facility was unable to keep up with product demand. The company needed to increase production to take advantage of new sales opportunities.

MEP CENTER'S ROLE. Company leaders decided to leverage the services provided by Innovate Hawaii, part of the MEP National Network™, and its Manufacturing Assistance Program through the State of Hawaii. Innovate Hawaii supported the implementation of new production equipment in Maui Breadfruit's existing manufacturing facility. The improvements increased sales and opened new distribution channels for the company. In addition, the Innovate Hawaii program produced cost savings for Maui Breadfruit that the company reinvested back into the business.

"The Innovate Hawaii Manufacturing Assistance program was invaluable in helping us expand and reach new markets for our products. The cost of doing business in Hawaii is very high for a food manufacturer and the Innovate Hawaii program enabled us to do more in a shorter time than we otherwise would have been able to accomplish."

-John Cadman, Owner

RESULTS



\$100,000 in additional annual sales



New sales through the production of new products



New sales through new distribution channels



\$10,000 in cost savings



Cost savings were reinvested in the company

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